THE CIO'S ALTERNATIVE

Red Hat is the world's leading provider of open source solutions, using a community-powered approach to provide reliable and high-performing **cloud, virtualization, storage, Linux®, and middleware** technologies. Red Hat also offers award-winning support, training, and consulting services.

For more than 20 years, the Red Hat® open source software development model has produced high-performance, cost-effective solutions. Our model mirrors the highly interconnected world we live in and takes advantage of the ability to share ideas and information worldwide, in seconds. It allows our customers to enjoy the highest levels of technology innovation while remaining aligned with business requirements. Traditional, proprietary software development models cannot match this efficient, rapid customer-focused method.

DOING BUSINESS WITH TODAY'S I.T. VENDORS

Red Hat in contrast to proprietary vendors

	Microsoft / vmware / ORACLE	redhat
Purchase process	Complex purchasing scenarios	Designed for flexibility and simplicity
Compatible software and hardware	Focus on vendor-only solutions	Comprehensive third-party independent software vendor (ISV) and original equipment manufacturer (OEM) certifications
Maintenance	Complicated support and maintenance products	Unlimited, fully inclusive support, updates, upgrades, and maintenance
Licensing	Proprietary, closed	General Public License (GPL), open
Legal assurance	Indemnification, proprietary IP	Indemnification, open IP
Adoption strategy	High cost-of-entry, high cost-of-exit (lock-in)	Low cost-of-entry, portability with low-cost-of-exit
Budgeting	Purchase: Capital expense Sustaining: Operational expense	Subscriptions: Operational expense only
	COMPLEX, MULTI-FACETED ENGAGEMENT	ALL-INCLUSIVE SUBSCRIPTION MODEL

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Red Hat offerings in contrast to industry alternatives

		redhat	RED HAT CUSTOMERS
Operating system	Microsoft Windows Server, Oracle Linux, Oracle Solaris, IBM AIX, Hewlett Packard Unix (HP-UX), SUSE Linux Enterprise Server, Canonical Ubuntu	Red Hat Enterprise Linux	Adobe

		redhat	RED HAT CUSTOMERS
Platform-as-a-Service (PaaS) and Container-as-a-Service (CaaS)	Pivotal Cloud Foundry, IBM Bluemix, Docker Datacenter, Mesosphere Enterprise DC/OS, Heroku, Microsoft Azure, Amazon Web Services, Google Cloud Platform	Red Hat OpenShift	FICO
Cloud orchestration	VMware vRealize Suite, IBM Cloud Ochestrator, HPE Cloud Service Automation, RightScale Cloud Management, BMC Cloud Lifecycle Management, Scalr, Cloudify	Red Hat CloudForms	Cox Automotive
Infrastructure-as-a-Service (IaaS)	HPE Helion, VMware Integrated OpenStack (VIO), Mirantis OpenStack, Ubuntu OpenStack	Red Hat Cloud Infrastructure, Red Hat OpenStack® Platform, Red Hat Satellite	UnionBank®
Virtualization	VMware vSphere, Microsoft Hyper-V Server 2012	Red Hat Virtualization	P.L. FERRARI & CO.
Storage	NetApp, EMC (Isilon, ScaleIO, Elastic Cloud Storage [ECS]), VMware Virtual SAN, Scality, IBM Cloud Object Storage	Red Hat Gluster Storage, Red Hat Ceph Storage	intuit
Application server	Pivotal tc Server, VMware vFabric, Oracle WebLogic Server	Red Hat JBoss® Enterprise Application Platform, Red Hat JBoss Web Server	Sprint
In-memory data grid	IBM WebSphere eXtreme Scale, Oracle Coherence, Hazelcast, Software AG Terracotta	Red Hat JBoss Data Grid	REWE
Enterprise service bus (ESB) and application integration	IBM Integration Bus, Oracle SOA Suite and Enterprise Service Bus, MuleSoft AnyPoint Platform, TIBCO ActiveMatrix, Software AG webMethods, WSO2 Enterprise Service Bus	Red Hat JBoss Fuse	Avianca
Data virtualization and data services	IBM InfoSphere Federation Server, Cisco Information Server, Denodo	Red Hat JBoss Data Virtualization	Roche
Business rules and process automation	IBM (Operational Decision Manager and Business Process Manager), Appian, Pega, FICO Blaze Advisor, Progress Corticon	Red Hat JBoss BRMS, Red Hat JBoss BPM Suite	RAILINC

Messaging	IBM WebSphere MQ, Pivotal RabbitMQ, TIBCO Enterprise Message Service, Solace Systems	Red Hat JBoss A-MQ	E✻TRADE®
System management	HPE Server Automation, BMC BladeLogic, Microsoft System Center Configuration Manager, Puppet Enterprise	Red Hat Satellite	ING DiBa Die Bank und Du
Mobile	IBM MobileFirst, SAP Mobile Platform (SMP), Kony Mobility Platform, Telerik Platform, OutSystems Platform	Red Hat Mobile Application Platform	daa
IT automation	HPE (Server Automation, Operations Orchestration), BMC BladeLogic, Capistrano, Juju	Ansible Tower by Red Hat	allegiant air
Application programming interface (API) management	Apigee, MuleSoft API Manager, TIBCO Mashery, WSO2 API Manager	3scale API Management Platform by Red Hat	BetterDoctor